

AMENDMENT TO THE CLAIMS

1-19. (canceled)

20. (currently amended) A display system that displays information to an in-store customer during a point-of-sale transaction, the display system comprising:

a control unit configured to operate ~~at least a customer display device~~ by accessing an infomercial database and configured to receive-receiving input data related to item information in ~~to a sales transaction from at least one of a plurality of input devices, the infomercial database including a list of types of trigger events and their corresponding sequence of multimedia entries to be displayed based on the type of trigger event;~~

a point-of-sale program module coupled to the control unit and configured to process the input data by accessing a point-of-sale database;

a customer display program module coupled to the control unit and the point-of-sale program module, the customer display program module configured to display the processed input data and configured to display the sequences of multimedia entries located in the infomercial database on the customer display device;

an event management unit configured to receive and interpret the input data processed by the point-of-sale program module to notify the control unit when trigger events occur that require an update to the customer display device; and

wherein the control unit ~~is coupled to the customer display program module and includes an internal timer, the control unit is configured to access an infomercial database that includes a sequence of multimedia entries of which the customer display program is configured to display on the customer display device,~~ display each multimedia entry on the customer display device is displayed for a duration of time based on the internal timer until the event management unit detects a trigger event, upon detection of the trigger event, the control unit occurs that interrupts the sequence of multimedia entries and prompts a changes in the multimedia

content to be displayed on the customer display device by displaying a different sequence of multimedia entries that match a type of the detected trigger event as indicated in the infomercial database.~~of the multimedia entries on the customer display device.~~

21. (previously presented) The display system of claim 20, wherein the point-of-sale database comprises merchant data including price information, tax information and description information related to items for sale by a merchant.

22. (previously presented) The display device of claim 21, wherein the point-of-sale program module processes the input data by comparing the input data to the merchant data located in the point-of-sale database and calculating a price for each item selected by a customer for purchase.

23. (previously presented) The display system of claim 20, wherein at least one of the plurality of input devices comprises a barcode scanner, a keyboard and a mouse.

24. (previously presented) The display system of claim 20, wherein the sequence of multimedia entries are displayed on the customer display device when the point-of-sale program module begins to process the input data.

25. (previously presented) The display system of claim 20, wherein each multimedia entry displayed on the customer display device comprises a web page accessible by a web browser.

26. (previously presented) The display system of claim 26, wherein each web page displayed on the customer display device comprises one of text, graphics, photographs and video images.

27. (previously presented) The display system of claim 20, wherein the customer display program module comprises a display control unit, the display control unit displays the sequence of multimedia entries until the trigger event occurs.

28. (previously presented) The display system of claim 28, wherein the trigger event causes a corresponding trigger entry to be displayed on the customer display device.

29. (previously presented) The display system of claim 20, wherein the customer display device comprises a touch sensitive screen for use in allowing a customer to interact with the customer display device.

30. (previously presented) The display system of claim 20, wherein the multimedia entries comprise advertisement content, promotional content and coupon content.

31. (currently amended) A computer-implemented method of displaying information to an in-store customer during a point-of-sale transaction, the method comprising:

receiving input data related to a sales transaction from at least one of a plurality of input devices;

processing the input data by accessing a point-of-sale database;

accessing an infomercial database that includes types of trigger events and their corresponding a-sequence of multimedia entries to be displayed upon occurrence of the type of trigger event;

displaying the processed input data on a customer display device; ~~and~~

interpreting the processed input data to determine when a trigger event occurs that requires an update to the customer display device;

displaying ~~the~~ a sequence of multimedia entries on the customer display device, each multimedia entry of the sequence of multimedia entries is displayed for a duration of time;

detecting a trigger event; and

interrupting the sequence of multimedia entries to change content on the customer display device to a different sequence of multimedia entries that match until the type of trigger event occurs that interrupts the sequence of multimedia entries, the trigger event prompting a change in content of the multimedia entries on the customer display device.

32. (previously presented) The computer-implemented method of claim 32, wherein displaying the sequence of multimedia entries is initiated upon processing the input data.

33. (previously presented) The computer-implemented method of claim 31, wherein processing the input data comprises:

comparing the input data with data stored in the point-of-sale database; and

calculating a price for at least a portion of the sales transaction based on the data stored in the point-of-sale database.

34. (previously presented) The computer-implemented method of claim 31 and further comprising displaying the processed input data on a cashier display device.

35. (canceled) ~~The computer implemented method of claim 31, wherein the step of displaying comprises displaying the sequence of multimedia entries on the customer display device until the trigger event occurs and a corresponding trigger event entry is displayed on the customer display device.~~

36. (previously presented) The computer-implemented method of claim 31 and further comprising printing a customer receipt at the end of the sales transaction using a printer.

37. (currently amended) A computer-implemented method of displaying multimedia information

to an in-store customer during a point-of-sales transaction, the method comprising:

~~forming~~ accessing ~~a~~ sequences of multimedia entries that are stored in an infomercial database, each sequence of multimedia entries correspond with a type of trigger event;

displaying ~~a select~~ the sequence of multimedia entries on a customer display device during the point-of-sales transaction, wherein each multimedia entry in the select sequence of multimedia entries is displayed for a duration of time;

receiving an input indicative of a trigger event while the select sequence of multimedia entries are displayed, ~~the trigger event including an indication of an end of the point of sales transaction;~~ and

displaying a different sequence of multimedia ~~entry~~ entries than the select sequence of multimedia entries, the different sequence of multimedia entries that corresponds match with the received trigger event.

38. (previously presented) The computer-implemented method of claim 37, wherein the trigger event comprises an end of the point-of-sales transaction.

39. (previously presented) The computer-implemented method of claim 37, wherein displaying the sequence of multimedia entries begins upon initiation of the point-of-sales transaction.